

STARTING A NEWSPAPER.

ALLAN FORMAN, EDITOR OF THE JOURNALIST, GIVES FIGURES.

How Much It Costs to Establish a Weekly in a Town of 5,000 People-The Cost of Starting a Daily-Expenses of Starting and Running a Daily in the Metropolis.

[Special Correspondence.]

New York, March 10.-Most newspapers are started to "fill a long felt want." Sometimes the only man who really feels the want is the man who starts the paper, and he does not feel it very scutely until after he has been running it for a while.

The bright newspaper man is the editor who starts a paper to supply a want which is just beginning to be felt; in other words, one who is just ahead of the times-not too far ahead-but just far enough to let his paper grow with the "want" and increase it. After a "want" has been felt for a long time the people get used to it. It is the newest "want" that is the first to be satisfied.

But supposing the man who wants to start a paper has chosen an active, growing town of, say, 5,000 inhabitants, and after carefully looking over the ground has decided to es-

these columns will be devoted to advertising, the remainder to news and miscellaneous reading matter. The first point he must d cide upon is whether he will use a "patent inside," or ready print, or "plate," or ready set matter. In the one case he gets his paper half printed; in the other, he buys such matter as he may select, in column stereotype plates. The "patent inside" is not so satisfactory in the long run as the plates. It does not allow him the same latitude in edit-

The greatest objection is that the time is likely to come when the editor would like to throw out a page or part of a page of miscellany in order to make room for a local news item or an unexpected advertisement. The ready print is inflexible. There are four pages which he cannot touch. If, on the other hand, he is using the plates, he can leave out a column, or saw off a paragraph, forty-two columns in six days. or, if for any reason he so desires, set his whole paper at home, though this, under ordinary circumstances and present conditions, is the height of folly for the average country weekly. A part of the paper must consist of general news, stories, short paragraphs and news can be bought ready set much more chesply than it could be set in the office, and it leaves the editor time to make his local pages sparkie with all the news he can gather and all the originality that is in him.



ALLAN FORMAN.

He can buy his four pages of plates for nt dollars a week, and can, if he uses good taste in the selection, give his readers articles by the very best writers, illustrated by leading newspaper artists, matwhich would cost him twenty-five or thirty dollars a column if he had to buy it for himself. The fact that the same matter is used by another naper in another town does not interfere with its value to him in the least, and it enables the plate matter concerns to furnish it to him at a surpristugly low

He will need type enough to set four pages. with a fair margin for standing matter and emergencies, or about 275 pounds. This will cost him, if new about fifty-five cents a pound or if purchased second hard about twenty cents a pound. Cases to hold the type, in posing stones, composing sticks, galleys, furniture, sidesticks and all the smaller items required in the composing room, which are so trifling in themselves, but which mount up so in the long run, will cost him along \$160 more. His press, if run by hand power and very good preses some of them are, too-can be boacht for from \$500 to \$1,000.

All this material can be purchased for comparatively small cash payments and chattel nortgages. But it is more economical in the long run to buy for cash and get the benefit of the large discounts allowed. Office rent varies so much to different localities that it ould be impossible to take it into consideration in a remornl arricle.

Roughly speaking, a man is very foolish to affeath to stars a country weekly with less than two thousand dollars capital, and if he has four thousand his chances of successother things being equal-are doubled.

For a daily, the cost of the plant, except for white paper, is not so much larger as one would at first glance suppose. The daily is not, as a rule, so large as the weekly, and while the office expenses, compositors, editors and assistants in every department are largely increased, not very much mere type and ma-terial will be required than on a weekly. The cost of type setting varies in different localities, but good compositors can be had at from \$12 to \$15 a week. A weekly will require two or three, a daily eight or nine. On a weekly the editor is frequently a practical printer and can take a hand at the case or the make up, he is also his owneditor, business manager and reporter, or he may have one assistant at an average salary of \$15 a week,

The salary list of a country weekly in a small town should not go above \$40 a week. It frequently does not reach \$25. A daily cannot be run for much less than \$130 a west expended in salaries alone. The service of e of the press associations will cost about 840 or \$50 a month, and about \$25 n week extra for telegraphic tolls, varying according to the location of the paper. This exse can be avoided by use of "news plates," if the location of the paper will admit of such

In the establishment of either a small daily or country weekly the arrangements are very inexpensive and simple in comparison to those sary for the establishment of a daily in one of the larger cities. There we have to take into the calculation the cost of correspondents in various points, a large force of compositors, editors, proofrenders and the like. The New York World has, for examols, over 600 regular employes on its salary list, and the weekly pay roll amounts to up-

wards of \$15,000. In addition to those who are regularly engaged by the paper there are nearly 1,066 more correspondents scattered all over the

minition of the owners or to serve the ends a party. The p besses alone on which The Voria is printed or st an aggregate of \$360,-00, and the money it spends every week for paper and ink would keep many a country

veckly going for a year. With less than a quarter of a million dolars capital it would be worse than folly to attempt to start a daily morning paper in New York. The idea that there is "no room" or one is the ver est nonsense. There is dways room for a newspaper which is better -which will please the public better—than hose which now exist. What is needed to start one is plenty of money to spend and denty of nerve and brains to direct the ex-

In calculating on a four page paper, the proportion of space occupied by the several departments varies, because the second page rarely has more than two columns of news and the editorial therefore takes up a heavier per cent. Supposing the four page paper to he seven columns to a page and to contain ten columns of advertisements, the space occupied by news will be about as follows:

Local, 6 columns; Washington, 1 column; telegraph, 4 columns; foreign, 1 column; edtoral, 5 columns-17 columns. The remaining column would probably be given up to local as small papers always are strongly local in character.

These figures are for a live daily paper in a so large as New York or Chicago, but still of a city of considerable size and importance. Such a paper should have from 25,000 to \$5,000 circulation. In every city of the Union the conditions vary so that it is almost impossible to make an absolutely accurate list of the staff which would be required. Along the Mistissippi the "river tablish a weekly paper. How much will it cost him for his plant and running expenses!

How much capital will be require!

How much capital will be require!

How much capital will be require!

It wants an eight page paper of, we will say, six columns to the page, forty-eight columns in all. From twelve to eighteen of these columns will be devoted to advantions.

The salaried staff would be.

The saintier staff would be:	
Editor in chief, any sum.	
Two editorial writers, \$50 and \$40	\$90
Managing editor	60-100
Night editor	
City editor.	50-75
Four copy readers at \$35	240
Exchange editor.	35
Sporting editor	
Dramatic and masical critic	35-50
Night city editor	47-50
Shipping	30-40
Radroads	30-40
Wall street	30-50
Total.	\$615—805

A city staff of twelve reporters on salaries ranging from \$15 to \$30 per week would cost about \$250-or on space and time, as is the rule in New York, the schedule would be about as follows:

City staff of tweive reporters, writing

SPACE. TIME.
At \$5 per column. \$210 At 30; per hour. \$72 At \$6 per column... 252 At 40c, per hour..... 96 At 57 per column... 254 At 50c, per hour..... 190 This makes the reporters cost for six days from \$782 to \$414. The time average is put scal articles. All except the purely local at twenty hours per week per man. It brings we can be bought ready set much more up the home office for the matter in the pa-

per from \$897 to \$1,219 per week.
Several of the New York papers pay \$3 per column for regular news, \$10 to \$20 for pecial matter and anywhere up in the hun-

The Washington office may require one or two men. If one, he will get from \$55 to \$60. The second will cost about \$25 to \$50, giving the expense from \$35 to \$50 per week.

The Albany offices will cost nearly, if not quite, as much more. Other correspondents are generally paid on space for their work. Twenty-four columns of telegraph will consist, if a news agency franchise is obtained, of sixteen columns from this and eight from specials, the latter costing—for six columns, \$48; for seven columns, \$56; for five columns,

The press association franchises and services vary in cost in almost every city in the Union. In New York the Associated Press franchise is valued, for a morning paper, at \$250,000; for an evening paper, at something over \$100,000. This is membership in the Associated Press, and the figures are obtained from The World and Mail and Express. The United Press service costs about \$200 a week. The telegraph tolls on the twenty columns of telegraph from Washington, Albany and elsewhere would amount to about \$108 per week. This expense would rarely be dimin-ished and often increased in the case of important happenings, to which extra space

would be given. Foreign matter always comes from agencies in the case of a chenp paper, except that which is rewritten from the larger afternoon papers. It is not uncommon, however, to have a foreign correspondent who mails a letter each week. For this he may be paid anywhere from \$10 to \$100 in the case of a

resident correspondent. In the business office the expenses would be about as follows:

Manager		
Advertisement solicitor		
Bookkeeper		
Two clerks	30 to	80
Total		
A resume of the whole expense,	ontsid	e of
the mechanical department, inch	ding	the

reat, which may vary from for a floor at \$25 a week to a building at \$500, would make the pay roll of a four page daily foot up to nething between \$1,100 and \$2,500 a week. This is leaving the Sunday paper out of the gestion and making no allowance for paper,

mir, presework, cost of plant or composition litems on which it is impossible to make even approximate figures. The paper may ing about \$18,000, or it may require two or three \$36,000 presses. The paper may cost anywhere from \$25 to \$2,500 a day, according to the edition printed. Rates of compo-stion vary in every city in the Union, and other expenses are larger or smaller, as the methods of circulation, the liberality or economy of the management and the style of the paper may dictate.

It is impossible to give any exact figures without knowing all about the city in which a paper is to be published, its surroundings and conditions. It would, no doubt, be possible to run a daily paper in some sections on four or five hundred dollars a week, and from that sum to The World's \$15,000 is a big jump-especially when pay day comes, I have endeavored to present a fair average, not so much for the instruction of newspaper men as for the great outside public, who have very little idea of the details involved in the publication of a newspaper and the expendi-

publication of a newspaper and the expendi-ture of hard cosh required before it is possible to put a paper fairly on its feet.

If it makes a single ambitions individual pause to calculate the cost before he sinks his hard cash in this most uncertain of busi-nesses, or, better still, if it brings home to the readers an idea of the expense and labor to which the editor and publisher is but and makes the borrower a subscriber and the de-lination has up the object of this article. imquent pay up the object of this article will be accomplished. ALLAN FORMAN.

Rev. Dr. Talmage is a great pedestrian. He thinks out his seranors while taking long walks. Central park and Brooklya bridge are among his favorite resorts.

A reckless compositer one day went in to cation than religion; has a nigher regard for Jules Janin and besought him to decipher force of arms than the influences of moral some pages of his own manuscript. The great man replied that he would rather rewrite than attempt to read over again what

he had once written. Few printers could read Balzac's copy, and those who could made an express stipulation with their employer to work at it only one hour at a time. Even after the hieroglyphics had been translated into print the proof sheets came back more illegible than the origi-

TRAVELING IN HONDURAS.

MIDWINTER JOURNEYINGS THROUGH LANDS OF ETERNAL SUMMER.

The Mule and the Bungo the Only Modes of Conveyance-President Bogran and His Soft Spoken People-Some Strange [Special Correspondence.]

Et Conres, Honduras, March .- One doesn't come to Honduras for one's health. But if one happens to be a lover of the beautiful, the picturesque and the novel, he or she is apt to find hereabouts a refreshing reward for the expenditure of considerable time, labor and money. Still I should not advise "my lady," with her education cultivated to the point of vestibule trains and luxurious steamboats, to travel this way. Nor would the dilettanti New Yorker or New Englander, with his mental and physical being seasoned to the edge of polite society, find the republic suited to his taste. They would both have their ideas of comfort rudely shattered, their sense of propriety shocked, their visions of romance coldiy paralyzed by the grim realbut the hard back of the meditative mule, no



On the other hand, I have thus far seen in Honduras mountains as alluring as the Swiss Alps, grander than the Rockies, more pictur-

esque than the Sierra Nevadas. I have wandered through banana groves and lemon fineas far more incurriant than the distant east can produce, and have sailed along river sheltered by a labyrinth of emerald vegetation more brilliant than the human mind can conceive and which the ordinary pen can in nowise describe. It has been wonderful, inspiring and strange. At the same time the bideous crocodile has lashed the limpid water, and the growl of the puma or mountain tiger, has made me feel there was

"no place like home." To get from the Pacific coast of Honduras to the interior you must go from Areapala, where the steamer stops—about 2,000 miles from San Francisco and one of the magnificent harbors of the world-across Fonseca bay to the mainland. The ports are Los Conches, La Bruyere and San Lorenza. The distance is forty miles, and the only mode of getting there is to charter a bungo, with four or five copper colored natives to row you. Arriving at Amapula in the early morning, two passengers, a mining gentle man and myself engaged a captain to take us to Los Couches. The price fixed was ten pesos—about \$8. Strangely enough the cap-tain, instead of saying "Manyara," agreed to go at 3 o'clock, but at 3 o'clock he was reeling

The boat and men being ready, however, he was thrown unceremoniously into the bow of the bungo to sleep off his stupor, and away we started across the bay, the mozos naked to the waist, pulling a merry oar and sending the big disjout bissing through the unfretted waters. Fast Tigre Island, Sacate Grande, out in the open, one could see to the right the still tremendous Cosiguina, that fa-mous volcame mountain which in 1843 was rent asunder, half of it being blown into millions of fragments, the most stupeadous expiosion known since the creation of man. Its thunder was heard as far as Lima, Peru; Jamaica, West Indies; Mazean, Mexico. three days the sun for miles around was totally obscured by the volume of dust, and lights had to be used constantly. The particles were blown into the city of Panama, nearly one thousand miles away, and the entire repub-lic of Salvador was under a cloud.

In the gorgeous sunset of this melting winter day the shattered giant looks mel- LTQus. low and peaceful. Its once majestic cone has been swept away, and is now a grassy plain in the midst of which smiles a beautiful lagoon. Far to the left and just off the coast is San Miguel, rising gracefully from the sea to a height of over ten shousand feet—a kingly volcano in lively action. The smoke curls softly up from its mighty crest, and it shows the forces of nature silently at work. The populous cities at its base know not what a night may bring forth. All around us are volcanoes, and against the distant horizon is the glorious Monotombo. The night is just coming on: the water assumes a deep crimson and then it turns to silver and gold, the our blades bringing forth wondrous phos-phorescent effects. In seven hours the bay proper has been crossed, and we are at the

Up the Les Conches river we went, the black bodies of the sailors outlined against the darkened sky looking like so many copies of Raier Haggard's Zulu chiefs. Miles and nnies we sped; on and on we silently moved amidst vegetation so thick and luxuriant that it touched us as we passed. Now and then a slimy crocodile would glide by and the oarsmen would chatter lustily their opinions. The dawn was just breaking as we reached the end of our river journey after a pull of eighteen hours, and the mules, ordered ahead were in waiting to carry us at once to the first bacienda, a mile distant. It was a ramshackle sort of a place, a huge hut made of sugar cane, and most uninviting. Awaking the inmates, they tumbled out of their haumocks and politely invited us to repose. But after a fruitless effort to woo sleep we agreed to move on and the women prepared us coffee. They eat, sleep, cook and are merry in one flooriess and chimneyless room. It was very dismal and dirty, the men, women, children, pigs, birds and dogs being mixed up in strange confusion. After coffee we started for Choiataca, a trifling muleback ride of twenty-four

Then after a midday breakfast we were to journey another twenty miles to dinner-a very pleasant prospect, truly, for an eastern tenderfoot! But we did it, and as I stand against a rubber tree writing this letter I re call vividiv all the tribulations of that first day's jaunt. The morning was deliciously cool and balany. It was God's very own; but by 10 o'clock the sun had moved high in the beavens, and it seemed as though the day had . been given over to the power that reigns in

Chelataca is a quiet toven, the chief of the Pacific province. They give, trangen kindly welcome, and when the governor heard of our arrival he, with his secretary, called on us. A bright, nervous, quick witted man is Gow. William of the control Gen. Williams, one who celleves more in edu-cation than religion; has a higher regard for sussion. He knows the weaknesses and the merits of his people, and uttered an epigram when he said: "They may sometimes forget when a payment is due, but they invariably

remember a suint's day " From Cholataca my companion telegraphed the president of Honduras that two Ar icans were invading his country, and after breakfast we moved on to El Corpus. A somewhat hard trip of a dozen miles brought more correspondents scattered all over the world, who are paid for what they send in. There are papers in New York which have been worse than Horace Greeky. Said a new compositor, to whom a "take" of the alter's copy had been handed; week for the last six or seven years and which are mersay kept have to graphy, the would have been more terrified than have compositor, to whom a "take" of the alter's copy had been handed; "If Belsharar had seen this writing on the wall, he would have been more terrified than have compositor, to whom a "take" of the alter's copy had been handed; "If Belsharar had seen this writing on the wall, he would have been more terrified than have compositor, to whom a "take" of the alter's copy had been handed; "If Belsharar had seen this writing on the majority with the wash our kerchiefs, we inquired, which brought a ready affirmative. Them we watched the operation. They placed

the linen on a smooth stone, beat it with a cudgel, raised a foam, rinsed it, and beat it again and again, we looking on and sadly wendering if there would be anything left of

the goods when they got through. Five min-utes in the sun dried the articles, and then with a stick mangled it, giving us back our linen soft, white and wholesome. During the washing they talked and laughed among themselves, their soft, sweet voices being as music to ears familiar with the harsher voices of the English speaking race. It is a contin uni delight to hear the natives of these countries talk, as it is to note the excessive civility

of even the humblest amongst them.
On we go again, and soon El Corpus, high ■ a heaven kissing hill, comes into view. It is one of the oddest and oldest towns in Central America, and we look upon it with spe cial interest, for we are to rest there a day or two. To-morrow we will eat our break-fast amidst the coffee bushes and the lemon trees. We go in fancy to our distant homes, and the tropic sun shines down on two travelers moving across the plains of Cholataca upon which a sudden bush has fallen. Praently we are awakened from our reveries by the shout of a courier. His naked skin glistens as he rushes after us. We stop. He hands us a telegram. It is from the president. It

I give to you my congratulations for your happy ingress to the country, and desire for you and your companion the greatest prosperity. I have received with pleasure your affectionate saindo, companion other than the plodding, half clad and you have me at your disposition.

Then we fall to discussing this practical dictator of Honduras, as the free born Ameri-

can is apt to do.

Bogran is a born diplomate, I should judge. No man could steer more gracefully and safely along the troubled waters of Central America then this courtly president. Less than five years ago the brilliant Barrios of Guatemala issued his famous decree proclaiming himself general-in-chief and su-preme dictator of the five republics. Backed by his Guatemalian array of 40,000 men he demanded submission to his ambitions and threatened the destruction of the states if his wishes were not promptly obeyed. That was a critical period in the history of the country. For eight days after the issuance of the decree there was silence, and no one knew what the next more would be. Finally the several congresses met in secret and boldly defied the autocrat of Guatemala— all but Hondaras. Bogran sided with the risen star, and for his submission was declared second in command. Costa Rica and Nicaragua on the south and San Salvador n the north, proposed resisting the disruption of their autonomy and called together their senttered forces. It was a loyal upholding of state pride against long odds. Toe Spanish-Americans are here worshipers. The boldness and bravery of Barrios won their admiration, and thousands of the natives preferred following so brilliant a leader, right or wrong, to fighting for principle under weaker men. Nearly all the intelligent residents believe today that had Barrios lived he would have swept through the country like a whiriwind. But it was not to be. He started on his mission of subjugation with 25,000 men, and was met on the frontier of San Salvador by the defiant army of that

peopery little republic The first fight, the battle of Chalchupa, followed, and Barrios was slain. He saw his loved son shot down, and recklessly dashed his horse through the leaden hail to secure the body of his boy. A bullet pieced his heart and he fell from his charger dead. It was the end of all. With Barrios gone everything was lost; the army would fight no more, and San Salvador won the day. Gen. Zaldivar, president of the little republic, was in command, and satisfied with the glory of killing the dreaded chief, returned to his cap-ital expecting to be greeted as a conquering hero. But the people were incensed. They believed he should have followed up his advantage by pushing on and taking posses-

sion of Guatemala city.

They therefore deposed him, and he is to day a wanderer from home. Bogran, however, adroitly managed to hold his own. Although second in command of a lost cause, he became at once a convert to the new order of things and boldly proclaimed the autonomy of Honduras. He pacified conflicting forces, assumed a sudden friendship for San Salvador, Costa Rica and Nicaragua and today maintains his supremact. It required, of course, the nicest diplomacy, but the people, John T. Carpenter, J. O. Davidson, W. E. Stanley, J. O. Davidson, John T. Carpenter. while satisfied, are not blind, and regarding him as insincere have nicknamed him "Gallo Galliana"—neither cock nor hen. They im-prove on the Frenchman's wit by declaring there are three sexes-men, women and Bo



LUIS BOGBAN

And yet it must in all truth be said that while Bogran has none of the dash and dare which the halfbreed natives love, be is in the very nature of things a man of exceeding skill in political manipulation, and has certainly raised his country up above and beyoud the majority of the sister republics His suavity and courtliness, they tell me, captivates all who meet him, and his possible weakness is forgotten in the veneer of his weakness is something.
superb personality.
FREDERICK W. WHITE

A Distraction with No Difference. Defeated Pugilist (to trainer) - Alas, Bill, I Trainer-Ob, no you aren't, pard. Chee

You are only done up. - Burlington Free

Chromo Agent-Do any of your family take interest in current art, madame! Farmer's Wife-My darter does, sir. She puts up jelly every season.—Chicago Times.

That Would Seem to Be the Place. McCorkle-Where can I get tickets for the prize fight?

McCrackle—At the bex office, I suppose.—

Bermuda Bottled. "You must go to Bermuda. If you do not I will not be responsible for the consequences." "But, doctor, I can afford neither the time nor the money." "Well, If that is impossible, try

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